

WE CLAIM:

1. A method of targeted promotion to an audience using at least one centrally controlled audio-video apparatus, having audience ranking data, comprising the steps:
5 determining a desired audience for the subject promotion;
 selecting promotional content based on said determination;
 matching said desired audience to said audience ranking data; and
 transmitting instructions to at least one audio-video apparatus so matched for the
 purpose of causing said selected promotional content to be presented to at least one
10 audience.
2. A method of targeted promotion to an audience using at least one self identifying audio-video apparatus, having audience ranking data, comprising the steps:
 determining a desired audience for the subject promotion;
15 transmitting desired audience instructions to at least one audio-video apparatus;
 selecting promotional content based on said determination;
 matching said desired audience to said audience ranking data; and
 presenting said selected promotional content to at least one audience using each
 audio-video apparatus so matched.
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3. The method as claimed in claim 2 wherein the step of determining a desired audience for the subject promotion further comprises consideration of one or more factors selected from the group of:
 date,
25 day of week,
 time of day,
 time of year,
 special events and activities,
 demographic data of region,
30 demographic data of venue location,
 user feedback,
 statistical data gathered from third parties.
4. The method as claimed in claim 3 wherein said promotional content is presented as
35 one of in addition to and interspersed with secure content.

5. The method as claimed in claim 4 wherein the step of selecting promotional content further comprises consideration of one or more factors selected from the group of:

- secure content presented concurrently,
- pending user selections of secure content,
- 5 recent presentations or promotional content,
- maximum presentations permitted per unit time,
- desired blends (tempos)
- absolute bars respecting association
- compatible artists and preferred associations,
- 10 pre-existing consent or permitted association license grants,
- queue jumping or priority play acceleration fees paid by initiating promoter,
- initiating promoter preferred time slot bidding results,
- venue and network operator promotions, and
- initiating promoter account status.

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6. The method as claimed in claim 5 further comprising the step of pre-classifying said promotional content for the purpose of facilitating said matching step, said pre-classification including reference to an external classification resource.

20 7. The method as claimed in claim 6 further comprising the step of pre-classifying said secure content for the purpose of matching same with promotional content to be associated therewith, said pre-classification including reference to an external classification resource.

8. The method as claimed in claim 7 further comprising the step of refining the selection
25 of promotional content based on data respecting the presence of specific current patrons or of the cross-section (averaged) of a class of patrons in the subject venue.

9. The method as claimed in claim 8 further comprising the step of providing access by
external parties, including but not limited to initiating promoters, to an inventory of
30 promotional content that has been created, converted, or otherwise supplied and uploaded to a source for the purposes of being altered externally and also being used to alter the promotional content stored on or presented through said audio-video apparatus.

10. The method as claimed in claim 9 further comprising the step of providing access by
35 external parties, including but not limited to initiating promoters, to inject promotional content on short notice to a current presentation by said audio-video apparatus for the purpose of enhancing or supplementing at least one scheduled promotional presentation.

11. The method as claimed in claim 10 further comprising the step of permitting consumer-users to access said apparatus by alternative input means selected from physical touch screen interface, voice commands, wireless hand held devices, PDAs, SmartCards for the purposes of selection and payment.

12. The method as claimed in claim 11 further comprising the step of permitting purchases to be made by consumer-users through said audio-video apparatus and tracking said purchases for the purpose of detecting (or identifying) and cross-tracking consumption patterns.

13. The method as claimed in claim 12 further comprising the step of determining and tracking the conversion rate achieved by presenting each said promotional content to sales and feeding back the results for the purpose of supporting the evolutionary behaviour of said system permitting the refinement of the "association rules" that govern which secure content to associate each promotional content with for the purpose of improving the conversion rate, including but not limited to free plays of "clips" of secure content during "idle" mode when said apparatus awaits instructions from consumer-users making selections.

14. A audio-video apparatus comprises a digital video jukebox having:
 storage and retrieval means for handling data representing promotional content associated with audience ranking data;
 storage and retrieval means for handling data representing secure content;
 interface means for accepting and responding to user selections respecting secure content;
 at least one presentation means having elements that are visible or audible to or receivable by said audience;
 means for preventing the presentation of specified promotional content during the presentation of specified secure content;
 means for receiving instructions; and
 means for presenting promotional content.

15. The audio-video apparatus as claimed in claim 14 further comprising means for matching said desired audience to said audience ranking data.

16. The audio-video apparatus as claimed in claim 15 further comprising means for selecting promotional content based on determination of a desired audience.

17. The audio-video apparatus as claimed in claim 16 further comprising means for tracking said user selections for the purpose of refining said audience ranking data.
- 5 18. The audio-video apparatus as claimed in claim 17 further comprising means for the local tracking, processing and archiving of system usage and presentations made, for the purpose of developing a database useful in detecting consumption patterns in addition to accounting functions.
- 10 19. The audio-video apparatus as claimed in claim 18 further comprising means for the transfer of promotional content (and reporting data) between said apparatus and at least one controller or server.
- 15 20. The audio-video apparatus as claimed in claim 19 further comprising means for the instant reconfigurability of promotional content having override codes permitting an external party to inject promotional content on short notice to a current presentation by said apparatus for the purpose of enhancing or supplementing at least one scheduled promotional presentation.
- 20 21. The audio-video apparatus as claimed in claim 20 further comprising means for permitting consumer-users to access said apparatus by alternative input means including, but not limited to, physical touch screen interface, voice commands, PDAs, other wireless hand held devices, SmartCards for the purposes of selection and payment.
- 25 22. The audio-video apparatus as claimed in claim 21 further comprising encryption or other secure means for the transfer of secure content into said apparatus or from said apparatus to external devices or media for distribution in isolation or as part of a compilation.
- 30 23. A system for centrally controlled targeted promotion, for the use of an initiating promoter wishing to present promotional content to a desired audience respecting which audience said promoter has determination data, comprising:
- at least one source of promotional content;
 - means for said initiating promoter to supply desired audience determination data;
 - means for selecting promotional content based on matching in light of said
 - 35 determination data;
 - at least one audio-video apparatus, having audience ranking data, for presenting promotional content to said desired audience; and

Controller means for transmitting instructions to said audio-video apparatus, together with Server means for transferring said promotional content to said audio-video apparatus for the purpose of causing said selected promotional content to be presented to at least one audience at a desired time.

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24. The system as claimed in claim 23 further wherein there are means to store and retrieve promotional content onboard said audio-video apparatus.

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25. The system as claimed in claim 24 further wherein there are means to securely store and retrieve secure content onboard said audio-video apparatus.

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26. The system as claimed in claim 25 further wherein there are means for an initiating promoter to supply or reconfigure said promotional content by substitution or supplementation.

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27. The system as claimed in claim 26 further wherein there are means to accept payment from consumer-users, for the selection of secure content to be presented, or for the purchase of goods and services based on said promotional content using an interface to said audio-video apparatus.

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28. The system as claimed in claim 27 further wherein there are means to track the presentation of promotional content or secure content for accounting and statistical purposes.